



Czas na jabłka z Europy w Azji



Backgrounder

i.e.,

CAMPAIGN

“Time for European apples in Asia”

Overview





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“Time for European apples in Asia”

A three-year information and promotion campaign, carried out by the Polish Fruit Growers Association in the Indian and Vietnamese markets in the years 2024 to 2027. The campaign aims to promote the nutritional benefits and quality of fresh apples from the European Union.

Implementation period: 1 March 2024 - 28 February 2027

Target countries: India and Vietnam



Campaign objectives:

- to increase EU apple exports to India and Vietnam;
- to raise awareness among professionals and opinion leaders (chefs, media representatives), including distributors and importers within the food sector, regarding the advantages of apples produced in the European Union and the sustainability of their production.

This campaign is co-financed by the European Union.



यूरोपीय संघ की आर्थिक सहायता प्राप्त।



Được đồng tài trợ bởi Liên minh Châu Âu.



Co-funded by
the European Union

Subject of the campaign: Fresh apples produced in the European Union.





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Campaign initiator - The Polish Fruit Growers Association (ZSRP)

It is a representative body advocating for the interests of fruit producers. The association is headquartered in Grójec, located in the heart of Poland. The Grójec region is renowned as one of the country's most significant apple-growing regions and is often referred to as "Europe's largest orchard." Established in May 1999, the ZSRP concentrates its efforts on promoting knowledge about fruit and apple cultivation practices, encompassing production methodologies and compliance with European Union quality and protection standards. Additionally, the organisation is committed to fostering a framework of healthy competition within the market. The ZSRP is an active member of various national and international organisations, including Freshfel.



Objectives of the ZSRP:

- to promote the consumption of fruit and advocate for a healthy diet.
- to initiate amendments to legal regulations related to fruit cultivation and to undertake initiatives that establish a stable legal, economic, and organisational framework for the enhancement of the fruit sector, along with its integration into the European Union market.
- to disseminate technological, economic, and legal knowledge pertinent to the fruit industry, thereby supporting economic development within the sector and fostering entrepreneurship.
- to engage in activities that facilitate European integration, cultivate contacts, and foster cooperation and the exchange of experience among similar associations within the European Union.

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Global apple production in 2024.¹

Fresh Apples Production by Country in MT

Rank	Country	Production (MT)
1	China	48,000,000
2	EU-27	11,008,620
3	United States	4,888,000
4	Turkey	4,150,000
5	India	2,550,000
6	Iran, Islamic Republic Of	1,989,700
7	Russian Federation	1,600,000
8	South Africa	1,320,000
9	Ukraine	1,129,100
10	Brazil	1,047,200
11	Chile	920,000
12	Mexico	817,000
13	Japan	737,100
14	New Zealand	563,000
15	Argentina	488,000
16	Serbia	486,200
17	Moldova, Republic Of	447,700
18	Canada	382,000
19	Belarus	336,700
20	Azerbaijan	318,200
21	Australia	285,200
22	Kazakhstan	267,900
23	Kyrgyzstan	137,100
24	Uruguay	49,800
25	Guatemala	26,000
26	Norway	17,100
27	Colombia	13,400
28	Taiwan, Province Of China	1,250

[Download to Excel \(xls\)](#)

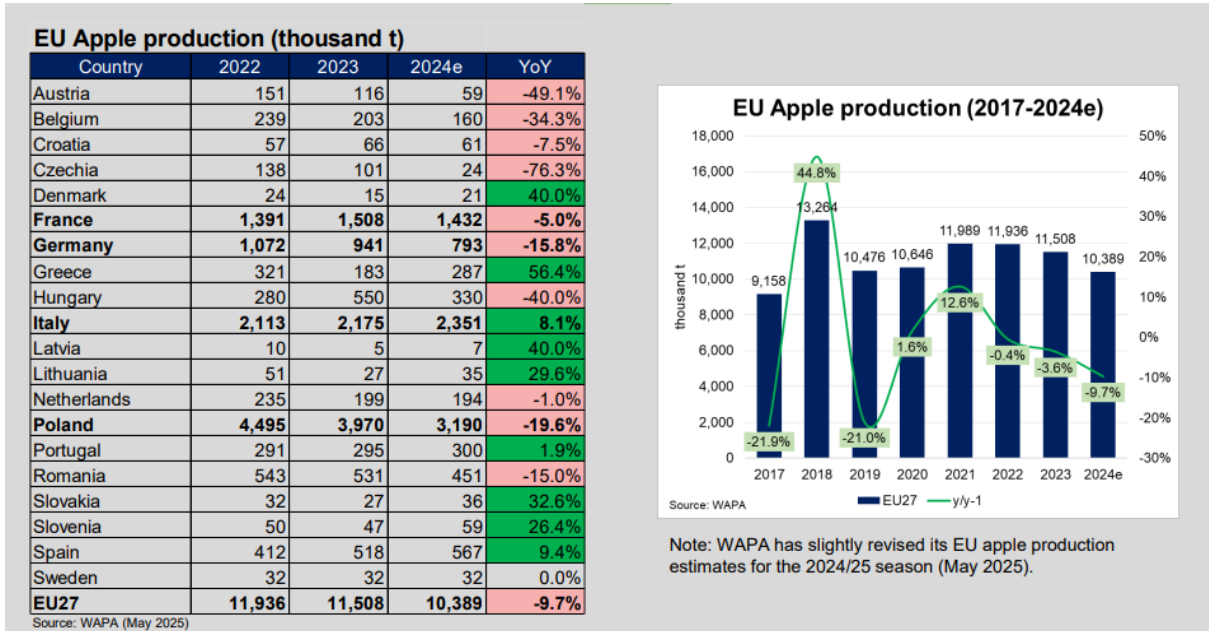
Year of Estimate: 2024

Source: [United States Department of Agriculture](#)

¹ <https://www.indexmundi.com/agriculture/?commodity=apples&graph=production>



Apple production in the European Union²



TOP 10 apple importers 2018-2024³

Apples, top 10 world importers (in tonnes)

Source: Trade Map, International Trade Centre, <https://www.trademap.org> (May 2025)

Calendar year data

080810 - Fresh apples

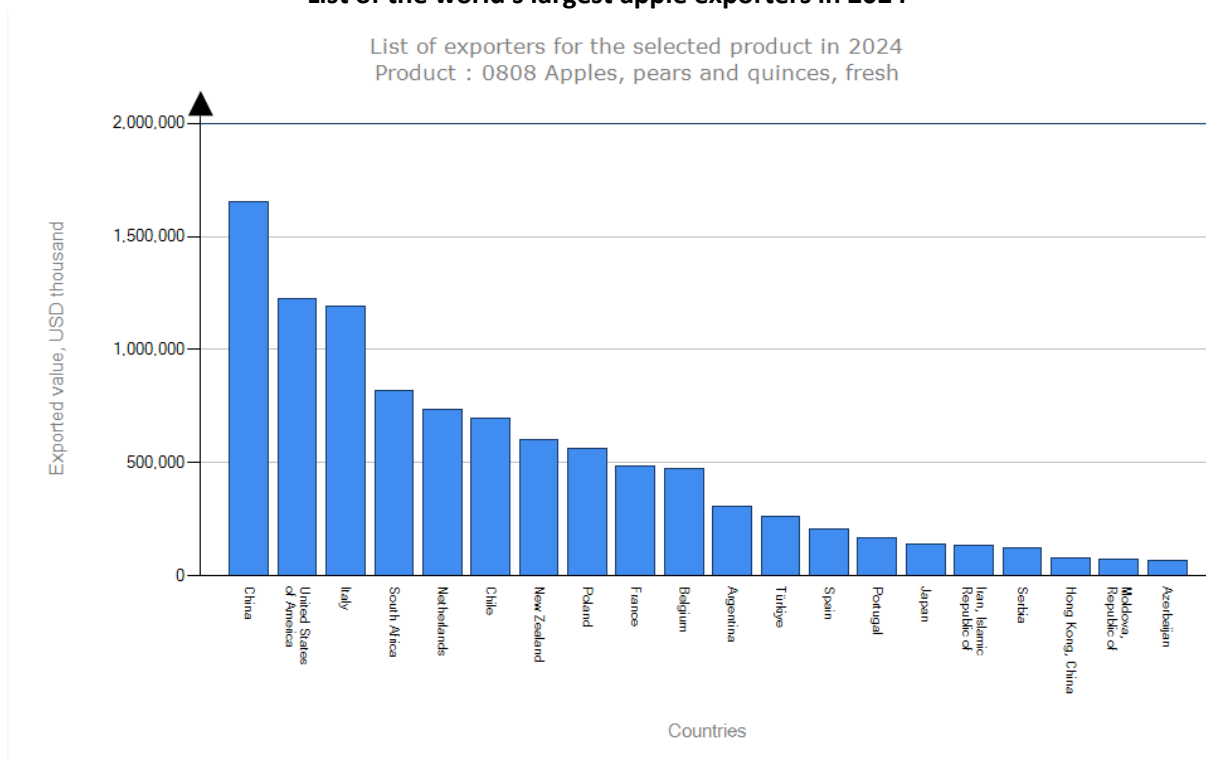
Country	2018	2019	2020	2021	2022	2023	2024	YoY	% Share
1 Germany	658,028	618,616	655,577	612,186	540,277	507,939	551,149	8.5%	7.3%
2 India	280,094	242,713	215,538	436,194	392,483	469,551	519,652	10.7%	6.8%
3 Russian Federation	843,463	700,544	651,480	615,999	497,348	312,291	357,382	14.4%	4.7%
4 Mexico	278,859	283,309	226,451	153,959	167,844	117,246	342,903	192.5%	4.5%
5 Viet Nam	66,323	127,909	122,296	143,142	208,614	171,278	326,699	90.7%	4.3%
6 United Kingdom	385,890	342,098	343,450	320,904	320,286	284,398	326,072	14.7%	4.3%
7 Brazil	75,121	78,459	107,320	50,978	129,986	153,707	235,120	53.0%	3.1%
8 Saudi Arabia	187,429	185,240	188,838	176,926	185,468	200,708	229,130	14.2%	3.0%
9 Netherlands	234,479	195,198	224,701	243,902	176,391	144,356	208,563	44.5%	2.7%
10 Thailand	142,216	151,780	188,752	188,428	182,163	159,400	186,159	16.8%	2.5%
Others	5,012,284	5,679,256	5,391,319	5,420,886	5,034,548	4,532,778	4,308,219	-5.0%	56.8%

² https://agriculture.ec.europa.eu/document/download/17a7b758-e5fc-457c-a7ab-4c387db82f90_en?filename=apple-dashboard_en.pdf&prefLang=pl

³ https://agriculture.ec.europa.eu/document/download/17a7b758-e5fc-457c-a7ab-4c387db82f90_en?filename=apple-dashboard_en.pdf

List of the world's largest apple exporters in 2024⁴

List of exporters for the selected product in 2024
Product : 0808 Apples, pears and quinces, fresh



4

https://www.trademap.org/Country_SelProduct_Graph.aspx?nvpm=1%7c%7c%7c%7c%7c0808%7c%7c%7c4%7c1%7c1%7c2%7c1%7c1%7c2%7c1%7c1%7c2



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Largest regions/apple orchards in the European Union

Grójec Region (Poland) - The Grójec region, dubbed "Europe's largest orchard", is home to more than 500 years of fruit-growing traditions dating back to the time of Queen Bona, who, in the XVI century, was granted vast tracts of land in this part of the country and allocated them to royal plantations of fruit trees, particularly apple trees. Grójec orchards provide approx. 40% of the country's apple production, with cultivation intensity in some municipalities reaching up to 70%⁵.

Trentino-Alto Adige (Italy) - Apples in Italy are grown in the Veneto, Friuli and **Trentino-Alto Adige** regions; however, in **Trentino-Alto Adige** apples are considered the king of the land. Apple orchards stretch across the north-east of Italy, from Valsugana, through the Adige Valley, to the epicentre of apple cultivation - **Val di Non and Val di Sole**. Over four million apples of all varieties and sizes are produced in these valleys each year⁶.

Normandy is a French apple-growing region. The region cultivates about 800 varieties of apples with orchards existing since the VIII century. Apples in Normandy and Brittany are primarily grown for cider. The key production areas for consumer apples are the **Loire country, the PACA, southern France** and in particular the **Tarn and Garonne** regions⁷.

Baden-Württemberg (Germany) - 63% of commercial fruit orchards are located in the three western German states: Baden-Württemberg (918,300 hectares), Lower Saxony (approximately 9,200 hectares) and Rhineland-Palatinate (4,000 hectares). The most important regions are located near Lake Constance, in the foothills of the Alps, as well as in the **Altes Land region in Lower Saxony and around Hamburg**⁸.

Catalonia (Spain) - The key apple varieties are grown in **Lleida**. Catalonia has a long agricultural tradition known for its high quality produce. Apples from Barbens, located in El Pla de Urgell, are particularly renowned, and there is even a fair dedicated to them. A local saying claims that Barbens apples are "the tastiest in the world." Since 1984, the Festa de la Poma has been celebrated here to mark the end of the fruit harvest, which usually takes place in the second half of October. According to statistics, Catalonia is the largest producer of apples in Spain, followed by Aragon⁹.

⁵ https://pl.wikipedia.org/wiki/Jab%C5%82ka_gr%C3%B3jeckie

⁶ <https://www.trentino.com/en/highlights/sights/the-road-of-the-apples-and-flavours/>

⁷ <https://www.freshplaza.com/article/2106932/france-the-apple-is-most-favourite-fruit/>

⁸ <https://www.freshplaza.com/article/2181704/germany-area-of-apple-orchards-increased-by-7-in-2017/>

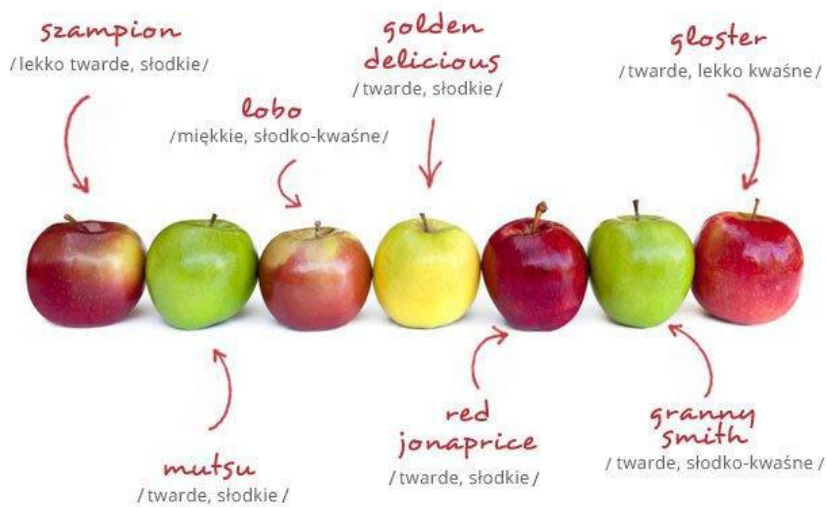
⁹ <https://www.statista.com/statistics/743672/apple-production-volume-spain-by-region/>



Apple varieties

There are currently over 10,000 known apple varieties. They vary not only in size, shape, and colour, but also in taste, aroma, and culinary application.

Selected varieties of apples



Champion – Firm, sweet

Lobo – Soft, sweet and sour

Golden Delicious – Firm, sweet

Gloster – Firm, juicy

Mutsu – Firm, sweet

Red Jonaprince – Firm, sweet

Granny Smith – Firm, sweet and sour

Descriptions of the most popular apple varieties can be found here <http://applesfromeurope.eu>

Vitamins

The fruits predominantly favoured in Poland are abundant in vitamins and essential nutrients. They serve as a critical source of vitamins C, E, K, and B, as well as beta-carotene. Furthermore, apples are rich in vital minerals that contribute to the proper functioning of the human body, including calcium, iron, magnesium, sodium, potassium, phosphorus, and zinc.

Diet

Apples are considered low-calorie fruits, with a medium-sized apple containing approximately 75 kilocalories and comprising 85% water. They serve as a convenient snack option throughout the day, particularly in the intervals between larger meals. Due to their texture, apples offer a satisfying eating experience, which helps our brains recognise that we have consumed enough food, allowing us to hold out until lunch or dinner.